



Model of Excellence

Goliath

Company:

Business Model:

Thomson Gale
Farmington Hills, MI
<http://goliath.ecnext.com>

Subscription Supported:
By the Slice

Overview of General Business Model Characteristics

The **Subscription Supported: By the Slice** business model offers (often in conjunction with a Subscription Supported: Pure Subscription option), the ability for users to search and preview documents on the site free of charge, then purchase them on an individual document or individual record basis. This model also includes sales of contact information in list form where the customer specifies selection criteria and purchases and downloads the resulting group of records. As the Web matures, we anticipate substantial growth for this model.

Models of Excellence Benchmarks

Thomson Gale is in many respects both blessed and challenged by the vast amount of proprietary reference information it produces. Its essential challenge is to find ways to package and distribute its content in aggregations that meet the needs of the marketplace while adding value wherever possible.

Goliath represents an impressive response to that challenge, combining a rich array of business-oriented content, easily searchable through a common user interface that seamlessly unites all this content despite its diverse formats, and makes it all available on a by-the-slice or subscription basis. That user interface is no small challenge when offering business news, market research reports, directory and encyclopedia content, sample business plans and even business training materials.

Much of the pre-purchase preview content available through Goliath, particularly its popular database of private companies, has been injected into the major search engines through search engine optimization techniques at the individual record level to maximize visibility and encourage by-the-slice purchases.

Despite the general acknowledgement of the potential of by-the-slice sale of content, there are relatively few successful implementations right now. Goliath serves as a nice model for others given its focus on getting the basics right rather than innovation for its own sake.